JULIAN MERCER

E-COMMERCE BRAND MANAGER

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PROFESSIONAL SUMMARY

E-commerce Brand Manager with 8 years growing consumer brands across owned stores and marketplaces. Connects positioning, product content, merchandising, and creative testing to conversion and repeat purchase while protecting price architecture and contribution margin.

PROFESSIONAL EXPERIENCE

E-commerce Brand Manager Jul 2023 - Present
Willow & Stone Home, Austin, TX

- Owned the online brand plan for a $16M homeware portfolio across Shopify and Amazon, aligning product stories with category priorities.
- Rebuilt product detail pages using review themes and shopper research, increasing conversion from 2.3% to 2.9% across 42 priority SKUs.
- Introduced launch briefs linking audience, claims, imagery, and price, reducing creative rework 34% across eight seasonal collections.
- Partnered with Finance on promotion guardrails, improving contribution margin 3.2 points while maintaining quarterly order volume.
- Mapped post-purchase feedback to product and packaging changes, reducing return rate from 8.1% to 6.4% in two core categories.

Associate Brand Manager May 2020 - Jun 2023
Meadowlane Beauty, Dallas, TX

- Coordinated owned-store launches for 17 skincare products, aligning inventory, content, samples, and customer-service readiness.
- Tested benefit-led creative against ingredient-led messaging, lifting first-purchase conversion 14% in the tested audience.
- Built bundles around replenishment intervals and customer routines, raising average order value 11% without deeper discounts.
- Created a review-insight dashboard separating packaging, expectation, and product issues to guide monthly category decisions.
- Standardized marketplace imagery and brand claims across 85 listings, reducing content-related listing corrections 46%.

Brand Marketing Coordinator Aug 2018 - Apr 2020
Oakridge Goods, Austin, TX

- Coordinated photography and copy production for 120 product pages, keeping seasonal launch assets on schedule.
- Tracked competitor pricing and customer reviews weekly, supplying evidence for assortment and positioning discussions.
- Built creator briefs with approved claims and usage examples, improving usable asset delivery from 61% to 84%.

CORE SKILLS

Brand positioning | Shopper research | Shopify | Amazon listings | Product detail pages | Digital merchandising | Creative testing | Pricing architecture | Contribution margin | Review analysis | Product launches | Returns analysis | Category planning | Creator briefs

EDUCATION

B.B.A. in Marketing, University of Texas at Austin, Austin, TX

CERTIFICATIONS

Google Analytics Certification